

**Health and Wellness Council
Fitness Committee
Conference Call Minutes
September 17, 2018
4:00 PM**

Members Present

Suzanne Stringer, Chair
Jennifer Eastman
Julie Maneen
Johnel Metcalf
Aruna Nathan
Mychelle Farmer

Members Absent

Joanne Roberts
Liz Woodward
Min Kim

Maryland Department of Health Staff Present

Marti Deacon

Chair Suzanne Stringer called the Fitness Committee call to order at 4:02 p.m.

1. Roll Call

Roll call was taken and it was determined that a quorum of the Fitness Committee was present.

2. Plan for Social Media Campaign

Chair Suzanne Stringer and members discussed the social media campaign.

- Committee members are most familiar with Facebook, but there was a concern that Facebook would not capture all audiences and it was suggested that the committee use all social media platforms.
- There should be a point of contact to manage any questions or concerns that come from media posts. Members suggested the use of Hootsuite or another company that can release the information across multiple platforms.
- “Be Active 150” was discussed, but the spelling as a campaign was not decided upon.
- Committee members agreed that once approved, the manager of the account would post one message a week. If the communications department needs to approve all messages, it was suggested that the Fitness Committee submit several posts for approval at one time.
 - o Topics will include: strength training, walking, balance, flexibility, references to resources in the community, proper form and techniques (with pictures/tutorials), injury prevention, videos, and how to incorporating children/family
 - o Posts have not been developed, but it will be helpful to have examples to include with the communications plan.
- A logo will be discussed at the next in-person meeting.

3. CCDPC Walking Initiatives – Overview

- Fitness Committee members were unable to contact local officials to promote walking initiatives.
- Ms. Nathan discussed Walk with a Doc.
- Ms. Farmer is working to get middle/high school students to walk on Walk MD Day.
- Committee would like to promote the Walk MD Day and materials are available here:
<https://phpa.health.maryland.gov/ccdpc/WalkMD/Pages/PromotionalMaterials.aspx>

4. Questions

What does the MDH communications department need to approve the social media campaign and will the communications department manage the account?

5. Next meeting

The next meeting will be October 17, 2018.

6. Adjournment

The meeting was adjourned at 4:29 p.m.